



**SNIPP INTERACTIVE INC.**

**SNIPP RECEIVES A ONE YEAR US\$ 215,000 EXTENSION ORDER FROM A  
LEADING CPG QSR COMPANY**

**September 4, 2018**

**OTCQB Trading Symbol: SNIPF  
TSX Venture Exchange Trading Symbol: SPN**

**TORONTO, ON, CANADA** - Snipp Interactive Inc. ("Snipp" or the "Company") (OTCQB: SNIPF; TSX-V: SPN), a global provider of digital marketing promotions, rebates and loyalty solutions, today announced that it has secured a US\$215,000 loyalty program renewal agreement with a leading CPG quick service restaurant company (the 'Customer'). The Customer is a leader in the QSR space and also has a strong presence in CPG at-home products – including beverages, packaged goods and merchandise. The company has a global footprint of stores that their customers visit multiple times in a day to get their morning and afternoon beverage fix!

The Customer had signed Snipp in 2016 for a trial loyalty program and based on the success of the program, had previously extended the program on the Snipp platform into 2017. This most recent extension (into the third year of the contract) will represent committed billings of at least \$215,000, a minimum of 270% growth from the first year of the program.

The program leverages SnippCheck, Snipp's receipt processing platform and Snipp's loyalty capabilities to validate purchases and reward consumers. Consumers who spend a qualifying dollar amount on the company's products can submit their purchase receipt to receive the brand's loyalty currency redeemable seamlessly in the Customer's stores. Additional features under this renewal agreement include incorporating 100s of additional products into the program and leveraging Snipp's advanced reporting capabilities to better understand consumer and retailer behavior and to help the Customer craft more informed marketing strategies. The Customer will also continue to utilize Snipp's pop-up promotions capabilities through the loyalty platform to drive sales and improve relationships with key retailers, as well as to incentivize purchase for specific products throughout the year.

"We are always pleased to expand our relationship with an existing customer, but particularly with a customer of this caliber and reputation. We are proud to have secured this renewal based on the continued success of the existing program and the relationship we have with the client; a strong testament to the efficacy of the Snipp marketing and technology solutions," said Atul Sabharwal, Chief Executive Officer at Snipp. "We look forward to building on our expertise and

creating even more sophisticated solutions to help drive footfalls, thereby increasing sales and household penetration year over year across this client's product portfolio, not only in the US market but potentially globally as well."

Visit the Snipp website at <http://www.snipp.com/> for Snipp's full suite of solutions and examples of Snipp programs.

### **About Snipp:**

Snipp is a global loyalty and promotions company with a singular focus: to develop disruptive engagement platforms that generate insights and drive sales. Our solutions include shopper marketing promotions, loyalty, rewards, rebates and data analytics, all of which are seamlessly integrated to provide a one-stop marketing technology platform. We also provide the services and expertise to design, execute and promote client programs. SnippCheck, our receipt processing engine, is the market leader for receipt-based purchase validation; SnippLoyalty is the only unified loyalty solution in the market for CPG brands. Snipp has powered hundreds of programs for Fortune 1000 brands and world-class agencies and partners.

Snipp is headquartered in Toronto, Canada with offices across the United States, Canada, Ireland, Europe, and India. The company is publicly listed on the OTCQB, of the OTC market in the United States of America, and on the Toronto Stock Venture Exchange (TSX) in Canada. Snipp was selected to the TSX Venture 50<sup>®</sup>, an annual ranking of the strongest performing companies on the TSX Venture Exchange, in 2015 and 2016. SNIPP IS RANKED AMONGST THE TOP 500 FASTEST GROWING COMPANIES IN NORTH AMERICA On Deloitte's 2017 Technology Fast 500<sup>™</sup> List, for the second year in a row.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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### **Cautionary Note Regarding Forward-Looking Statements**

This press release contains forward-looking statements that involve risks and uncertainties, which may cause actual results to differ materially from the statements made. When used in this document, the words "may", "would", "could", "will", "intend", "plan", "anticipate", "believe", "estimate", "expect" and similar expressions are intended to identify forward-looking statements. Such statements reflect our current views with respect to future events and are subject to such risks and uncertainties. Many factors could cause our actual results to differ materially from the statements made, including those factors discussed in filings made by us with the Canadian securities regulatory authorities. Should one or more of these risks and uncertainties, such as changes in demand for and prices for the products of the company or the materials required to produce those products, labour relations problems, currency and interest rate fluctuations, increased competition and general economic and market factors, occur or should assumptions underlying the forward looking statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, or expected. We do not intend and

do not assume any obligation to update these forward-looking statements, except as required by law. The reader is cautioned not to put undue reliance on such forward-looking statements.

*Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.*

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